


To: DDA:MSMAIL=RJRWS/WSEXCH/WILLARY; O=RJREM; P=WSX400; A=RJR; C=US  
From: McHugh, Michael  
Posted: 3/12/98 9:35  
Opened: 3/12/98 10:32  
Subject: Updated Salem AIM info



Queens and Total show both with Dept. of Corrections volume as well as this volume backed out on bottom of sheets.

Any questions, please call.

Mike

CC: Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Laney, Mallardi, J, Groll, A P., Perez, F J., Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Feltman, John P., Gambardella, Mark R., Brown, Greg, Guaneri, James, Figueroa, David A., Orourke, Rory, 1200 - New York Region (SCULLYA), Klein, John F., Alese, Louann F., Reuter, Diane E.  
DDA:MSMAIL=RJRWS/WSEXCH/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US  
DDA:MSMAIL=RJRWS/WSEXCH/JOYNERG; O=RJREM; P=WSX400; A=RJR; C=US

51851 5072

Brand Style	Post DTS														
	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14
Volume in Cartons															
FF Sld Box	305	431	422	1740	1380	1201	505	268	285	486	340	680	1463	489	491
Lt Sld Box	435	388	322	763	647	537	272	197	234	297	354	943	1675	573	603
FF 100 Box	463	291	204	339	221	149	136	143	67	92	116	193	183	236	121
Lt 100 Box	382	260	275	299	285	208	466	312	170	144	250	212	248	225	247
King	1213	1046	1175	1061	1051	1166	1427	1178	904	1242	1130	1031	1136	1089	1087
100	804	600	776	693	647	787	1094	827	659	790	969	687	794	771	701
Lt King	1502	1439	1471	1222	1490	1495	1961	1435	1228	1584	1575	1365	1634	1409	1280
Lt 100	1078	952	974	839	916	1122	1404	1050	843	1059	1052	989	1075	1047	1036
Slim	630	507	556	553	532	612	595	567	578	571	564	586	545	536	543
UI King	725	741	755	583	722	736	785	819	688	754	795	828	719	644	590
UI 100	660	653	768	640	677	710	902	842	787	706	698	706	691	665	590
Gold	26	20	38	1	14	11	28	19	10	8	3	9	18	8	5
Pref 100	36	26	38	27	27	86	25	36	55	73	67	35	49	45	42
Pref Lt 100	131	115	90	108	122	155	109	116	122	158	177	120	137	111	112
Tot Salem	8390	7469	7864	8868	8731	8975	9709	7809	6630	7964	8090	8384	10367	7848	7448
Salem SOM	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.66%	2.98%	3.32%	3.28%	3.71%	3.20%	3.59%
Industry Vol	259784	244128	256552	221213	239281	259164	278779	249548	249084	267221	243780	255393	279630	245260	207708

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	699	699
0	549	549
0	197	197
76	266	190
1525	1129	-396
1008	773	-234
2118	1473	-645
1326	1029	-297
685	565	-120
892	726	-166
842	713	-129
25	15	-11
57	44	-13
160	126	-35
8714	8303	-411
2.91%	3.32%	0.41%
299751	250435	-49316

ELOS 19819

Brand Style	Post DTS															Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Std Box	91	66	391	353	349	457	184	180	76	96	150	575	177	177	288	0	241	241
Lt Std Box	121	58	332	203	237	221	164	96	83	102	109	220	214	192	283	0	176	176
FF 100 Box	120	45	124	88	90	82	59	60	60	79	108	34	88	72	106	0	81	81
Lt 100 Box	82	37	216	112	127	209	144	98	102	55	48	159	177	282	212	7	137	130
King	895	657	693	639	717	664	769	654	614	656	659	682	671	811	745	873	702	-171
100	482	340	346	366	448	381	509	382	425	321	328	453	381	432	426	502	401	-101
Lt King	824	660	675	613	774	744	756	599	629	605	668	684	645	700	683	881	684	-197
Lt 100	469	430	326	389	467	437	488	386	458	304	379	432	354	498	465	532	419	-113
Slim	225	229	223	191	256	215	279	198	187	185	206	149	180	271	215	218	214	-4
UI King	279	250	256	235	273	262	257	262	217	290	257	190	251	270	267	289	254	-35
UI 100	185	216	196	200	195	231	214	181	219	280	203	113	135	260	207	220	202	-18
Gold	2	3	2	3	9	0	5	1	4	4	0	4	1	2	1	6	3	-3
Pref 100	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3775	2991	3780	3392	3942	3903	3828	3097	3074	2875	3115	3696	3274	3967	3898	3529	3507	-21
Salem SOM	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.44%	2.98%	3.05%	4.25%	3.36%	3.86%	3.87%	3.12%	3.58%	0.46%
Industry Vol	101485	100125	94712	84087	101489	99906	113549	96611	89420	96548	102277	86915	97335	102779	100634	113106	97858	-15248

51815 1507

Brand Style	Post DTS																Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff	
FF Sld Box	136	379	276	316	526	356	365	147	121	215	176	337	369	295	269	0	286	286	
Lt Sld Box	164	181	141	151	201	159	162	100	36	90	84	308	403	381	316	0	192	192	
FF 100 Box	163	105	63	62	27	56	57	35	21	79	33	47	112	82	52	0	66	66	
Lt 100 Box	150	98	52	54	52	70	53	58	29	75	39	47	71	46	58	11	63	53	
King	1079	904	1252	961	937	1158	1106	857	880	833	824	793	1331	1047	851	1231	988	-244	
100	632	476	652	569	561	637	574	515	479	476	508	437	576	605	491	700	546	-154	
Lt King	865	851	894	857	852	928	916	808	774	850	809	766	966	982	749	1068	858	-210	
Lt 100	609	511	617	552	594	733	600	562	506	574	579	493	701	684	662	736	598	-138	
Slim	317	289	303	226	208	285	266	245	233	213	237	229	251	262	250	262	254	-8	
Ul King	178	189	157	151	163	192	183	185	162	170	195	177	142	179	153	182	172	-10	
Ul 100	164	166	176	170	152	200	161	201	143	145	156	139	171	192	164	183	167	-16	
Gold	31	20	39	38	30	0	13	5	5	14	10	4	4	1	1	6	14	8	
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Tot Salem	4488	4169	4622	4107	4303	4774	4456	3718	3389	3734	3650	3777	5097	4756	4016	4380	4204	-176	
Salem SOM	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.23%	3.47%	3.29%	3.52%	4.06%	4.11%	3.67%	3.33%	3.61%	0.28%	
Industry Vol	125866	116530	120681	114468	125127	121020	125151	115455	105054	107543	111033	107335	125661	115722	109311	131359	116397	-14961	

5705 15815

Brand Style	Post DTS																Base vs. Test		
	Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	w/e 2/14	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box		220	329	352	677	1018	461	485	256	86	185	160	349	514	388	349	0	389	389
Lt Sld Box		322	285	413	435	483	332	357	267	147	112	170	641	654	548	434	0	373	373
FF 100 Box		274	238	134	158	173	150	179	117	95	90	95	77	173	178	93	0	148	148
Lt 100 Box		379	163	164	135	171	159	229	157	131	126	123	311	139	152	124	34	178	144
King		1270	1166	8497	1044	977	1104	2892	999	975	1113	1084	1395	8708	906	872	1620	2200	580
100		675	668	778	613	543	748	889	633	629	662	639	526	890	617	496	894	667	-227
Lt King		1230	1115	1427	1022	899	1167	1456	1087	900	1148	1145	1449	1466	958	867	1587	1156	-431
Lt 100		697	699	924	677	603	837	914	759	669	786	749	884	964	709	606	974	765	-209
Slim		425	324	368	317	310	351	372	329	321	365	322	353	335	325	271	400	339	-61
UI King		303	328	356	275	255	360	384	374	314	353	327	306	351	352	278	406	328	-78
UI 100		330	305	416	288	314	388	387	361	320	321	349	291	368	349	251	381	336	-45
Gold		45	11	288	144	145	109	42	19	42	14	19	5	67	14	32	25	66	41
Pref 100		11	5	19	7	7	22	15	21	11	14	13	16	16	11	4	17	13	-4
Pref Lt 100		32	29	35	33	38	27	53	26	71	38	52	38	46	39	27	52	39	-13
Tot Salem		6213	5665	14171	5825	5936	6215	8654	5405	4711	5327	5247	6641	14691	5546	4704	6390	6997	607
Salem SOM		3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	2.82%	2.68%	3.28%	4.28%	7.55%	3.87%	3.76%	3.36%	4.24%	0.87%
Industry Vol		165155	158053	185050	147716	155503	168625	187992	165289	166806	199130	159979	155078	194586	143320	125124	190018	165160	-24857

NYC DOC  
Salem FF King  
included in  
weekly  
shipments

Salem SOM change ex. DOC

7200

1890

7650

1116 0.68%

9709 19815

3.56% 0.20%

Brand Style	Volume in Cartons	FF Sid Box	LT Sid Box	FF 100 Box	LT 100 Box	King	100	LT King	LT 100	Slim	UI King	UI 100	Gold	Pre1 100	Pre1 Lt 100	Tot Salem	Salem SOM	Industry Vol
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Post DTS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
w/e	11/8	1205	1441	3086	3273	2475	1539	851	568	982	826	1941	2523	1349	1397	w/e	2/14	1042	912	1208	1552	1568	1249	955	660	500	601	717	2112	2946	1694	1636	372	641	3555	2114	3579	2769	1279	1485	1339	104	47	163	22866	20294	30437	22192	22912	23867	26647	20029	17804	19900	20102	22498	33429	22117	20066			3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	2.92%	2.97%	3.26%	3.72%	4.79%	3.64%	3.70%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

Base vs. Test		Wk AVG prior to New Graphics 6/29/97 - 9/27/97	Wk AVG since DTS 11/3/97	Diff
0	1614	1614	1614	1614
0	1290	1290	1290	1290
0	492	492	492	492
128	644	644	644	516
5249	5018	5018	5018	-231
3105	2388	2388	2388	-717
5654	4170	4170	4170	-1484
3569	2811	2811	2811	-757
1565	1372	1372	1372	-192
1768	1479	1479	1479	-289
1626	1418	1418	1418	-208
62	98	98	98	36
74	57	57	57	-17
213	164	164	164	-48
23012	23011	23011	23011	-2
3.13%	3.65%	3.65%	3.65%	0.52%
734233	629851	629851	629851	-104383

Salem SOM change ex. DCC

7705 15815

Source: Division Level AIM 185 Reports

Page 5

Revised: 3/10/98

Brand Style	Post DTS												
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31
FF Sld Box	305	431	422	1740	1380	1201	505	268	285	486	340	680	1463
Lt Sld Box	435	388	322	763	647	537	272	197	234	297	354	943	1675
FF 100 Box	463	291	204	339	221	149	136	143	67	92	116	193	183
Lt 100 Box	382	260	275	299	285	208	466	312	170	144	250	212	248
King	1213	1046	1175	1061	1051	1166	1427	1178	904	1242	1130	1031	1136
100	804	600	776	693	647	787	1094	827	659	790	969	687	794
Lt King	1502	1439	1471	1222	1490	1495	1961	1435	1228	1584	1575	1365	1634
Lt 100	1078	952	974	839	916	1122	1404	1050	843	1059	1052	989	1075
Slim	630	507	556	553	532	612	595	567	578	571	564	586	545
UI King	725	741	755	583	722	736	785	819	688	754	795	828	719
UI 100	660	653	768	640	677	710	902	842	787	706	698	706	691
Gold	26	20	38	1	14	11	28	19	10	8	3	9	18
Pref 100	36	26	38	27	27	86	25	36	55	73	67	35	49
Pref Lt 100	131	115	90	108	122	155	109	116	122	158	177	120	137
Tot Salem	8390	7469	7864	8868	8731	8975	9709	7809	6630	7964	8090	8384	10367
Salem SOM	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.66%	2.98%	3.32%	3.28%	3.71%
Industry Vol	259784	244128	256552	221213	239281	259164	278779	249548	249084	267221	243780	255393	279630

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	731	731
0	543	543
0	200	200
76	270	194
1525	1135	-390
1008	779	-229
2118	1492	-626
1326	1027	-299
685	569	-116
892	742	-149
842	726	-116
25	16	-10
57	45	-12
160	128	-33
8714	8404	-310
2.91%	3.31%	0.40%
299751	254120	-45631

8705 15815

Brand Style	Post DTS													Base vs. Test		
	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	91	66	391	353	349	457	184	180	76	96	150	575	177	0	242	242
Lt Sld Box	121	58	332	203	237	221	164	96	83	102	109	220	214	0	166	166
FF 100 Box	120	45	124	88	90	82	59	60	60	79	108	34	88	0	80	80
Lt 100 Box	82	37	216	112	127	209	144	98	102	55	48	159	177	7	120	113
King	895	657	693	639	717	664	769	654	614	656	659	682	671	873	690	-183
100	482	340	346	366	448	381	509	382	425	321	328	453	381	502	397	-105
Lt King	824	660	675	613	774	744	756	599	629	605	668	684	645	881	683	-198
Lt 100	469	430	326	389	467	437	488	386	458	304	379	432	354	532	409	-123
Slim	225	229	223	191	256	215	279	198	187	185	206	149	180	218	209	-8
UI King	279	250	256	235	273	262	257	262	217	290	257	190	251	289	252	-37
UI 100	185	216	196	200	195	231	214	181	219	280	203	113	135	220	198	-22
Gold	2	3	2	3	9	0	5	1	4	4	0	4	1	6	3	-3
Pref 100	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3775	2991	3780	3392	3942	3903	3828	3097	3074	2875	3115	3696	3274	3529	3442	-87
Salem SOM	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.44%	2.98%	3.05%	4.25%	3.36%	3.12%	3.54%	0.42%
Industry Vol	101485	100125	94712	84087	101489	99906	113549	96611	89420	96548	102277	86915	97335	113106	97266	-15840

6L09 1S81S



Brooklyn

Brand Style	Post DTS													
	Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31
FF Sld Box		136	379	276	316	526	356	365	147	121	215	176	337	369
Lt Sld Box		164	181	141	151	201	159	162	100	36	90	84	308	403
FF 100 Box		163	105	63	62	27	56	57	35	21	79	33	47	112
Lt 100 Box		150	98	52	54	52	70	53	58	29	75	39	47	71
King		1079	904	1252	961	937	1158	1106	857	880	833	824	793	1331
100		632	476	652	569	561	637	574	515	479	476	508	437	576
Lt King		865	851	894	857	852	928	916	808	774	850	809	766	966
Lt 100		609	511	617	552	594	733	600	562	506	574	579	493	701
Slim		317	289	303	226	208	285	266	245	233	213	237	229	251
UI King		178	189	157	151	163	192	183	185	162	170	195	177	142
UI 100		164	166	176	170	152	200	161	201	143	145	156	139	171
Gold		31	20	39	38	30	0	13	5	5	14	10	4	4
Pref 100		0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100		0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem		4488	4169	4622	4107	4303	4774	4456	3718	3389	3734	3650	3777	5097
Salem SOM		3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.23%	3.47%	3.29%	3.52%	4.06%
Industry Vol		125866	116530	120681	114468	125127	121020	125151	115455	105054	107543	111033	107335	125661

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	286	286
0	168	168
0	66	66
11	65	55
1231	993	-238
700	546	-155
1068	857	-211
736	587	-149
262	254	-8
182	173	-9
183	165	-18
6	16	10
0	0	0
0	0	0
4380	4176	-204
3.33%	3.57%	0.24%
131359	116994	-14364

0805 19815

Brand Style	Post DTS													Base vs. Test		
	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	220	329	352	677	1018	461	485	256	86	185	160	349	514	0	392	392
Lt Sld Box	322	285	413	435	483	332	357	267	147	112	170	641	654	0	355	355
FF 100 Box	274	238	134	158	173	150	179	117	95	90	95	77	173	0	150	150
Lt 100 Box	379	163	164	135	171	159	229	157	131	126	123	311	139	34	184	150
King	1270	1166	8497	1044	977	1104	2892	999	975	1113	1084	1395	8708	1620	2402	782
100	675	668	778	613	543	748	889	633	629	662	639	526	890	894	684	-210
Lt King	1230	1115	1427	1022	899	1167	1456	1087	900	1148	1145	1449	1466	1587	1193	-393
Lt 100	697	699	924	677	603	837	914	759	669	786	749	884	964	974	782	-192
Slim	425	324	368	317	310	351	372	329	321	365	322	353	335	400	346	-54
UI King	303	328	356	275	255	360	384	374	314	353	327	306	351	406	330	-76
UI 100	330	305	416	288	314	388	387	361	320	321	349	291	368	381	341	-40
Gold	45	11	288	144	145	109	42	19	42	14	19	5	67	25	73	48
Pref 100	11	5	19	7	7	22	15	21	11	14	13	16	16	17	14	-3
Pref Lt 100	32	29	35	33	38	27	53	26	71	38	52	38	46	52	40	-12
Tot Salem	6213	5665	14171	5825	5936	6215	8654	5405	4711	5327	5247	6641	14691	6390	7285	895
Salem SOM	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	2.82%	2.68%	3.28%	4.28%	7.55%	3.36%	4.29%	0.92%
Industry Vol	165155	158053	185050	147716	155503	168625	187992	165289	166806	199130	159979	155078	194586	190018	169920	-20098

7000  
Rikers Island

1700  
Rikers Island

7830  
Rikers Island Doc

1809 19819

Brand Style	Post DTS													
	Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31
FF Sld Box		752	1205	1441	3086	3273	2475	1539	851	568	982	826	1941	2523
Lt Sld Box		1042	912	1208	1552	1568	1249	955	660	500	601	717	2112	2946
FF 100 Box		1020	679	525	647	511	437	431	355	243	340	352	351	556
Lt 100 Box		993	558	707	600	635	646	892	625	432	400	460	729	635
King		4457	3773	11617	3705	3682	4092	6194	3688	3373	3844	3697	3901	11846
100		2593	2084	2552	2241	2199	2553	3066	2357	2192	2249	2444	2103	2641
Lt King		4421	4065	4467	3714	4015	4334	5089	3929	3531	4187	4197	4264	4711
Lt 100		2853	2592	2841	2457	2580	3129	3406	2757	2476	2723	2759	2798	3094
Slim		1597	1349	1450	1287	1306	1463	1512	1339	1319	1334	1329	1317	1311
UI King		1485	1508	1524	1244	1413	1550	1609	1640	1381	1567	1574	1501	1463
UI 100		1339	1340	1556	1298	1338	1529	1664	1585	1469	1452	1406	1249	1365
Gold		104	54	367	186	198	120	88	44	61	40	32	22	90
Pref 100		47	31	57	34	34	108	40	57	66	87	80	52	65
Pref Lt 100		163	144	125	141	160	182	162	142	193	196	229	158	183
Tot Salem		22866	20294	30437	22192	22912	23867	26647	20029	17804	19900	20102	22498	33429
Salem SOM		3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	2.92%	2.97%	3.26%	3.72%	4.79%
Industry Vol		652290	618836	656995	567484	621400	648715	705471	626903	610364	670442	617069	604721	697212

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1651	1651
0	1232	1232
0	496	496
128	639	512
5249	5221	-29
3105	2406	-699
5654	4225	-1429
3569	2805	-764
1565	1378	-187
1768	1497	-271
1626	1430	-196
62	108	46
74	58	-16
213	168	-45
23012	23306	294
3.13%	3.65%	0.52%
734233	638300	-95933

2805 15815

Brand Style	Post DTS												Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	305	431	422	1740	1380	1201	505	268	285	486	340	680	0	670	670
Lt Sld Box	435	388	322	763	647	537	272	197	234	297	354	943	0	449	449
FF 100 Box	463	291	204	339	221	149	136	143	67	92	116	193	0	201	201
Lt 100 Box	382	260	275	299	285	208	466	312	170	144	250	212	76	272	196
King	1213	1046	1175	1061	1051	1166	1427	1178	904	1242	1130	1031	1525	1135	-390
100	804	600	776	693	647	787	1094	827	659	790	969	687	1008	778	-230
Lt King	1502	1439	1471	1222	1490	1495	1961	1435	1228	1584	1575	1365	2118	1481	-638
Lt 100	1078	952	974	839	916	1122	1404	1050	843	1059	1052	989	1326	1023	-303
Slim	630	507	556	553	532	612	595	567	578	571	564	586	685	571	-114
UI King	725	741	755	583	722	736	785	819	688	754	795	828	892	744	-147
UI 100	660	653	768	640	677	710	902	842	787	706	698	706	842	729	-113
Gold	26	20	38	1	14	11	28	19	10	8	3	9	25	16	-10
Pref 100	36	26	38	27	27	86	25	36	55	73	67	35	57	44	-13
Pref Lt 100	131	115	90	108	122	155	109	116	122	158	177	120	160	127	-33
Tot Salem	8390	7469	7864	8868	8731	8975	9709	7809	6630	7964	8090	8384	8714	8240	-474
Salem SOM	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.66%	2.98%	3.32%	3.28%	2.91%	3.27%	0.36%
Industry Vol	259784	#####	256552	221213	239281	259164	278779	249548	#####	267221	243780	255393	299751	251994	-47757

E809 15819

Brand Style	Post DTS												Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	91	66	391	353	349	457	184	180	76	96	150	575	0	247	247
Lt Sld Box	121	58	332	203	237	221	164	96	83	102	109	220	0	162	162
FF 100 Box	120	45	124	88	90	82	59	60	60	79	108	34	0	79	79
Lt 100 Box	82	37	216	112	127	209	144	98	102	55	48	159	7	116	108
King	895	657	693	639	717	664	769	654	614	656	659	682	873	692	-181
100	482	340	346	366	448	381	509	382	425	321	328	453	502	398	-104
Lt King	824	660	675	613	774	744	756	599	629	605	668	684	881	686	-195
Lt 100	469	430	326	389	467	437	488	386	458	304	379	432	532	414	-118
Slim	225	229	223	191	256	215	279	198	187	185	206	149	218	212	-6
UI King	279	250	256	235	273	262	257	262	217	290	257	190	289	252	-37
UI 100	185	216	196	200	195	231	214	181	219	280	203	113	220	203	-17
Gold	2	3	2	3	9	0	5	1	4	4	0	4	6	3	-2
Pref 100	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3775	2991	3780	3392	3942	3903	3828	3097	3074	2875	3115	3696	3529	3456	-73
Salem SOM	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.44%	2.98%	3.05%	4.25%	3.12%	3.55%	0.43%
Industry Vol	101485	100125	94712	84087	101489	99906	113549	96611	89420	96548	102277	86915	113106	97260	-15846

15815 0908

Brand Style	Post DTS												Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	136	379	276	316	526	356	365	147	121	215	176	337	0	279	279
Lt Sld Box	164	181	141	151	201	159	162	100	36	90	84	308	0	148	148
FF 100 Box	163	105	63	62	27	56	57	35	21	79	33	47	0	62	62
Lt 100 Box	150	98	52	54	52	70	53	58	29	75	39	47	11	65	54
King	1079	904	1252	961	937	1158	1106	857	880	833	824	793	1231	965	-266
100	632	476	652	569	561	637	574	515	479	476	508	437	700	543	-157
Lt King	865	851	894	857	852	928	916	808	774	850	809	766	1068	848	-220
Lt 100	609	511	617	552	594	733	600	562	506	574	579	493	736	578	-159
Slim	317	289	303	226	208	285	266	245	233	213	237	229	262	254	-8
UI King	178	189	157	151	163	192	183	185	162	170	195	177	182	175	-7
UI 100	164	166	176	170	152	200	161	201	143	145	156	139	183	164	-19
Gold	31	20	39	38	30	0	13	5	5	14	10	4	6	17	11
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4488	4169	4622	4107	4303	4774	4456	3718	3389	3734	3650	3777	4380	4099	-281
Salem SOM	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.23%	3.47%	3.29%	3.52%	3.33%	3.53%	0.19%
Industry Vol	125866	116530	120681	114468	125127	121020	125151	115455	105054	107543	111033	107335	131359	116272	-15087

5805 15819

Brand Style	Post DTS												Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	220	329	352	677	1018	461	485	256	86	185	160	349	0	382	382
Lt Sld Box	322	285	413	435	483	332	357	267	147	112	170	641	0	330	330
FF 100 Box	274	238	134	158	173	150	179	117	95	90	95	77	0	148	148
Lt 100 Box	379	163	164	135	171	159	229	157	131	126	123	311	34	187	153
King	1270	1166	8497	1044	977	1104	2892	999	975	1113	1084	1395	1620	1876	256
100	675	668	778	613	543	748	889	633	629	662	639	526	894	667	-227
Lt King	1230	1115	1427	1022	899	1167	1456	1087	900	1148	1145	1449	1587	1170	-416
Lt 100	697	699	924	677	603	837	914	759	669	786	749	884	974	767	-207
Slim	425	324	368	317	310	351	372	329	321	365	322	353	400	346	-53
UI King	303	328	356	275	255	360	384	374	314	353	327	306	406	328	-78
UI 100	330	305	416	288	314	388	387	361	320	321	349	291	381	339	-42
Gold	45	11	288	144	145	109	42	19	42	14	19	5	25	74	48
Pref 100	11	5	19	7	7	22	15	21	11	14	13	16	17	13	-4
Pref Lt 100	32	29	35	33	38	27	53	26	71	38	52	38	52	39	-13
Tot Salem	6213	5665	14171	5825	5936	6215	8654	5405	4711	5327	5247	6641	6390	6668	278
Salem SOM	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	2.82%	2.68%	3.28%	4.28%	3.36%	3.97%	0.61%
Industry Vol	165155	158053	185050	147716	155503	168625	187992	165289	166806	199130	159979	155078	190018	167865	-22153

9805 15815

Brand Style	Post DTS											
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24
FF Sld Box	752	1205	1441	3086	3273	2475	1539	851	568	982	826	1941
Lt Sld Box	1042	912	1208	1552	1568	1249	955	660	500	601	717	2112
FF 100 Box	1020	679	525	647	511	437	431	355	243	340	352	351
Lt 100 Box	993	558	707	600	635	646	892	625	432	400	460	729
King	4457	3773	11617	3705	3682	4092	6194	3688	3373	3844	3697	3901
100	2593	2084	2552	2241	2199	2553	3066	2357	2192	2249	2444	2103
Lt King	4421	4065	4467	3714	4015	4334	5089	3929	3531	4187	4197	4264
Lt 100	2853	2592	2841	2457	2580	3129	3406	2757	2476	2723	2759	2798
Slim	1597	1349	1450	1287	1306	1463	1512	1339	1319	1334	1329	1317
UI King	1485	1508	1524	1244	1413	1550	1609	1640	1381	1567	1574	1501
UI 100	1339	1340	1556	1298	1338	1529	1664	1585	1469	1452	1406	1249
Gold	104	54	367	186	198	120	88	44	61	40	32	22
Pref 100	47	31	57	34	34	108	40	57	66	87	80	52
Pref Lt 100	163	144	125	141	160	182	162	142	193	196	229	158
Tot Salem	22866	20294	30437	22192	22912	23867	26647	20029	17804	19900	20102	22498
Salem SOM	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	2.92%	2.97%	3.26%	3.72%
Industry Vol	652290	618836	656995	567484	621400	648715	705471	626903	610364	670442	617069	604721

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1578	1578
0	1090	1090
0	491	491
128	640	512
5249	4669	-581
3105	2386	-719
5654	4184	-1469
3569	2781	-788
1565	1384	-181
1768	1500	-268
1626	1435	-191
62	110	47
74	58	-16
213	166	-46
23012	22462	-550
3.13%	3.55%	0.41%
734233	633391	-100843

L805 15815



Brand Style	Pipeline	Post DTS										Base vs. Test			
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	102	305	431	422	1740	1380	1201	505	268	285	486	340	0	669	669
Lt Sld Box	254	435	388	322	763	647	537	272	197	234	297	354	0	404	404
FF 100 Box	416	463	291	204	339	221	149	136	143	67	92	116	0	202	202
Lt 100 Box	333	382	260	275	299	285	208	466	312	170	144	250	76	277	202
King	1424	1213	1046	1175	1061	1051	1166	1427	1178	904	1242	1130	1525	1145	-380
100	740	804	600	776	693	647	787	1094	827	659	790	969	1008	786	-222
Lt King	1638	1502	1439	1471	1222	1490	1495	1961	1435	1228	1584	1575	2118	1491	-627
Lt 100	1025	1078	952	974	839	916	1122	1404	1050	843	1059	1052	1326	1026	-300
Slim	596	630	507	556	553	532	612	595	567	578	571	564	685	570	-115
Ul King	743	725	741	755	583	722	736	785	819	688	754	795	892	737	-155
Ul 100	704	660	653	768	640	677	710	902	842	787	706	698	842	731	-111
Gold	19	26	20	38	1	14	11	28	19	10	8	3	25	16	-9
Pref 100	48	36	26	38	27	27	86	25	36	55	73	67	57	45	-12
Pref Lt 100	131	131	115	90	108	122	155	109	116	122	158	177	160	128	-33
Tot Salem	8173	8390	7469	7864	8868	8731	8975	9709	7809	6630	7964	8090	8714	8227	-487
Salem SOM	3.21%	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.66%	2.98%	3.32%	2.91%	3.27%	0.36%
Industry Vol	254961	259784	244128	256552	221213	239281	259164	278779	249548	249084	267221	243780	299751	251685	-48066

8805 15819

Marietta

Brand Style	Volume in Cartons	Industry Vol
		Salem SOM
		Tot Salem
		Pref Lt 100
		Pref 100
		Gold
		Ul 100
		Ul King
		Slim
		Lt 100
		Lt King
		100
		King
		Lt 100 Box
		FF 100 Box
		Lt Sid Box
		FF Sid Box
		62
		81
		103
		120
		82
		895
		482
		824
		469
		225
		223
		191
		256
		273
		231
		214
		181
		219
		280
		304
		3097
		3074
		2875
		3115
		3775
		2991
		3780
		3392
		3942
		3903
		3828
		337%
		3.21%
		3.44%
		2.98%
		96548
		102277

Pipeline	New Graphics 5 wk avg 9/28/97 - 11/1/97	102156
		3.52%
		3599
		0
		0
		5
		212
		275
		214
		485
		797
		455
		816
		93
		103
		121
		58
		332
		203
		237
		82
		209
		144
		98
		60
		60
		79
		102
		109
		108
		48
		659
		328
		668
		379
		206
		257
		279
		198
		187
		185
		290
		280
		4
		0
		0
		0
		0
		0
		0
		6
		220
		211
		258
		218
		412
		532
		881
		686
		195
		120
		0
		157
		83
		104
		181
		109
		393
		686
		652
		873
		7
		112
		692
		157
		83
		104
		181
		109
		393
		686
		652
		873
		7
		112
		692
		157
		83
		104
		181
		109
		393
		686
		652
		873
		7
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Brand Style	Pipeline	Post DTS											Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	106	136	379	276	316	526	356	365	147	121	215	176	0	274	274
Lt Sld Box	87	164	181	141	151	201	159	162	100	36	90	84	0	134	134
FF 100 Box	125	163	105	63	62	27	56	57	35	21	79	33	0	64	64
Lt 100 Box	90	150	98	52	54	52	70	53	58	29	75	39	11	66	56
King	1085	1079	904	1252	961	937	1158	1106	857	880	833	824	1231	981	-250
100	574	632	476	652	569	561	637	574	515	479	476	508	700	553	-148
Lt King	924	965	851	894	857	852	928	916	808	774	850	809	1068	855	-213
Lt 100	616	609	511	617	552	594	733	600	562	506	574	579	736	585	-151
Slim	247	317	289	303	226	208	285	266	245	233	213	237	262	257	-5
Ul King	169	178	189	157	151	163	192	183	185	162	170	195	182	175	-7
Ul 100	170	164	166	176	170	152	200	161	201	143	145	156	183	167	-16
Gold	8	31	20	39	38	30	0	13	5	5	14	10	6	19	12
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4201	4488	4169	4622	4107	4303	4774	4456	3718	3389	3734	3650	4380	4128	-251
Salem SOM	3.52%	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.23%	3.47%	3.29%	3.33%	3.53%	0.19%
Industry Vol	119503	125866	116530	120681	114468	125127	121020	125151	115455	105054	107543	111033	131359	117084	-14274

0609 19819

Brand Style	Pipeline	Post DTS											Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	296	220	329	352	677	1018	461	485	256	86	185	160	0	384	384
Lt Sld Box	338	322	285	413	435	483	332	357	267	147	112	170	0	302	302
FF 100 Box	218	274	238	134	158	173	150	179	117	95	90	95	0	155	155
Lt 100 Box	208	379	163	164	135	171	159	229	157	131	126	123	34	176	142
King	1283	1270	1166	8497	1044	977	1104	2892	999	975	1113	1084	1620	1920	300
100	711	675	668	778	613	543	748	889	633	629	662	639	894	680	-215
Lt King	1245	1230	1115	1427	1022	899	1167	1456	1087	900	1148	1145	1587	1145	-442
Lt 100	840	697	699	924	677	603	837	914	759	669	786	749	974	756	-218
Slim	372	425	324	368	317	310	351	372	329	321	365	322	400	346	-54
UI King	315	303	328	356	275	255	360	384	374	314	353	327	406	330	-76
UI 100	323	330	305	416	288	314	388	387	361	320	321	349	381	344	-38
Gold	18	45	11	288	144	145	109	42	19	42	14	19	25	80	55
Pref 100	18	11	5	19	7	7	22	15	21	11	14	13	17	13	-4
Pref Lt 100	48	32	29	35	33	38	27	53	26	71	38	52	52	39	-13
Tot Salem	6233	6213	5665	14171	5825	5936	6215	8654	5405	4711	5327	5247	6390	6670	280
Salem SOM	3.76%	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	2.82%	2.68%	3.28%	3.36%	3.95%	0.58%
Industry Vol	165926	165155	158053	185050	147716	155503	168625	187992	165289	166806	199130	159979	190018	169027	-20991

1605 19815

Brand Style	Pipeline	Post DTS										Base vs. Test			
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	566	752	1205	1441	3086	3273	2475	1539	851	568	982	826	0	1545	1545
Lt Sld Box	761	1042	912	1208	1552	1568	1249	955	660	500	601	717	0	997	997
FF 100 Box	862	1020	679	525	647	511	437	431	355	243	340	352	0	504	504
Lt 100 Box	724	993	558	707	600	635	646	892	625	432	400	460	128	632	504
King	4608	4457	3773	11617	3705	3682	4092	6194	3688	3373	3844	3697	5249	4738	-511
100	2481	2593	2084	2552	2241	2199	2553	3066	2357	2192	2249	2444	3105	2412	-693
Lt King	4604	4421	4065	4467	3714	4015	4334	5089	3929	3531	4187	4197	5654	4177	-1477
Lt 100	2966	2853	2592	2841	2457	2580	3129	3406	2757	2476	2723	2759	3569	2779	-789
Slim	1429	1597	1349	1450	1287	1306	1463	1512	1339	1319	1334	1329	1565	1390	-175
UI King	1502	1485	1508	1524	1244	1413	1550	1609	1640	1381	1567	1574	1768	1500	-269
UI 100	1409	1339	1340	1556	1298	1338	1529	1664	1585	1469	1452	1406	1626	1452	-174
Gold	50	104	54	367	186	198	120	88	44	61	40	32	62	118	55
Pref 100	66	47	31	57	34	34	108	40	57	66	87	80	74	58	-16
Pref Lt 100	179	163	144	125	141	160	182	162	142	193	196	229	213	167	-46
Tot Salem	22206	22866	20294	30437	22192	22912	23867	26647	20029	17804	19900	20102	23012	22459	-553
Salem SOM	3.46%	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	2.92%	2.97%	3.26%	3.13%	3.53%	0.40%
Industry Vol	642546	652290	618836	656995	567484	621400	648715	705471	626903	610364	670442	617069	734233	635997	-98236

2609 15819

Brand Style	Pipeline	Post DTS										Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	102	305	431	422	1740	1380	1201	505	268	285	486	0	702	702
Lt Sld Box	254	435	388	322	763	647	537	272	197	234	297	0	409	409
FF 100 Box	416	463	291	204	339	221	149	136	143	67	92	0	211	211
Lt 100 Box	333	382	260	275	299	285	208	466	312	170	144	76	280	204
King	1424	1213	1046	1175	1061	1051	1166	1427	1178	904	1242	1525	1146	-379
100	740	804	600	776	693	647	787	1094	827	659	790	1008	768	-240
Lt King	1638	1502	1439	1471	1222	1490	1495	1961	1435	1228	1584	2118	1483	-635
Lt 100	1025	1078	952	974	839	916	1122	1404	1050	843	1059	1326	1024	-303
Slim	596	630	507	556	553	532	612	595	567	578	571	685	570	-115
UI King	743	725	741	755	583	722	736	785	819	688	754	892	731	-161
UI 100	704	660	653	768	640	677	710	902	842	787	706	842	735	-107
Gold	19	26	20	38	1	14	11	28	19	10	8	25	18	-8
Pref 100	48	36	26	38	27	27	86	25	36	55	73	57	43	-14
Pref Lt 100	131	131	115	90	108	122	155	109	116	122	158	160	123	-38
Tot Salem	8173	8390	7469	7864	8868	8731	8975	9709	7809	6630	7964	8714	8241	-473
Salem SOM	3.21%	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.66%	2.98%	2.91%	3.26%	0.36%
Industry Vol	254961	259784	244128	256552	221213	239281	259164	278779	249548	249084	267221	299751	252475	-47276

E60S 1S81S

Brand Style	Pipeline	Post DTS										Base vs. Test		
		w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	62	91	66	391	353	349	457	184	180	76	96	0	224	224
Lt Sld Box	81	121	58	332	203	237	221	164	96	83	102	0	162	162
FF 100 Box	103	120	45	124	88	90	82	59	60	60	79	0	81	81
Lt 100 Box	93	82	37	216	112	127	209	144	98	102	55	7	118	111
King	816	895	657	693	639	717	664	769	654	614	656	873	696	-177
100	455	482	340	346	366	448	381	509	382	425	321	502	400	-102
Lt King	797	824	660	675	613	774	744	756	599	629	605	881	688	-193
Lt 100	485	469	430	326	389	467	437	488	386	458	304	532	415	-117
Slim	214	225	229	223	191	256	215	279	198	187	185	218	219	1
UI King	275	279	250	256	235	273	262	257	262	217	290	289	258	-31
UI 100	212	185	216	196	200	195	231	214	181	219	280	220	212	-8
Gold	5	2	3	2	3	9	0	5	1	4	4	6	3	-2
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
													0	
Tot Salem	3599	3775	2991	3780	3392	3942	3903	3828	3097	3074	2875	3529	3466	-63
Salem SOM	3.52%	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.44%	2.98%	3.12%	3.54%	0.42%
Industry Vol	102156	101485	100125	94712	84087	101489	99906	113549	96611	89420	96548	113106	97793	-15313

51815 15815

Brooklyn

Brand Style	Pipeline	Post DTS										Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	106	136	379	276	316	526	356	365	147	121	215	0	284	284
Lt Sld Box	87	164	181	141	151	201	159	162	100	36	90	0	139	139
FF 100 Box	125	163	105	63	62	27	56	57	35	21	79	0	67	67
Lt 100 Box	90	150	98	52	54	52	70	53	58	29	75	11	69	58
King	1085	1079	904	1252	961	937	1158	1106	857	880	833	1231	997	-235
100	574	632	476	652	569	561	637	574	515	479	476	700	557	-143
Lt King	924	865	851	894	857	852	928	916	808	774	850	1068	860	-208
Lt 100	616	609	511	617	552	594	733	600	562	506	574	736	586	-150
Slim	247	317	289	303	226	208	285	266	245	233	213	262	259	-4
UI King	169	178	189	157	151	163	192	183	185	162	170	182	173	-9
UI 100	170	164	166	176	170	152	200	161	201	143	145	183	168	-15
Gold	8	31	20	39	38	30	0	13	5	5	14	6	20	13
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
													0	
Tot Salem	4201	4488	4169	4622	4107	4303	4774	4456	3718	3389	3734	4380	4176	-204
Salem SOM	3.52%	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.23%	3.47%	3.33%	3.55%	0.21%
Industry Vol	119503	125866	116530	120681	114468	125127	121020	125151	115455	105054	107543	131359	117690	-13669

5605 15815



Brand Style	Pipeline	Post DTS										Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	296	220	329	352	677	1018	461	485	256	86	185	0	407	407
Lt Sld Box	338	322	285	413	435	483	332	357	267	147	112	0	315	315
FF 100 Box	218	274	238	134	158	173	150	179	117	95	90	0	161	161
Lt 100 Box	208	379	163	164	135	171	159	229	157	131	126	34	181	147
King	1283	1270	1166	8497	1044	977	1104	2892	999	975	1113	1620	2004	384
100	711	675	668	778	613	543	748	889	633	629	662	894	684	-211
Lt King	1245	1230	1115	1427	1022	899	1167	1456	1087	900	1148	1587	1145	-442
Lt 100	840	697	699	924	677	603	837	914	759	669	786	974	757	-217
Slim	372	425	324	368	317	310	351	372	329	321	365	400	348	-52
Ul King	315	303	328	356	275	255	360	384	374	314	353	406	330	-75
Ul 100	323	330	305	416	288	314	388	387	361	320	321	381	343	-38
Gold	18	45	11	288	144	145	109	42	19	42	14	25	86	61
Pref 100	18	11	5	19	7	7	22	15	21	11	14	17	13	-4
Pref Lt 100	48	32	29	35	33	38	27	53	26	71	38	52	38	-14
													0	
Tot Salem	6233	6213	5665	14171	5825	5936	6215	8654	5405	4711	5327	6390	6812	422
Salem SOM	3.76%	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	2.82%	2.68%	3.36%	4.01%	0.65%
Industry Vol	165926	165155	158053	185050	147716	155503	168625	187992	165289	166806	199130	190018	169932	-20086

9605 15815

Total

Brand Style	Pipeline	Post DTS										Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	566	752	1205	1441	3086	3273	2475	1539	851	568	982	0	1617	1617
Lt Sld Box	761	1042	912	1208	1552	1568	1249	955	660	500	601	0	1025	1025
FF 100 Box	862	1020	679	525	647	511	437	431	355	243	340	0	519	519
Lt 100 Box	724	993	558	707	600	635	646	892	625	432	400	128	649	521
King	4608	4457	3773	11617	3705	3682	4092	6194	3688	3373	3844	5249	4843	-407
100	2481	2593	2084	2552	2241	2199	2553	3066	2357	2192	2249	3105	2409	-696
Lt King	4604	4421	4065	4467	3714	4015	4334	5089	3929	3531	4187	5654	4175	-1478
Lt 100	2966	2853	2592	2841	2457	2580	3129	3406	2757	2476	2723	3569	2781	-787
Slim	1429	1597	1349	1450	1287	1306	1463	1512	1339	1319	1334	1565	1396	-169
Ul King	1502	1485	1508	1524	1244	1413	1550	1609	1640	1381	1567	1768	1492	-276
Ul 100	1409	1339	1340	1556	1298	1338	1529	1664	1585	1469	1452	1626	1457	-169
Gold	50	104	54	367	186	198	120	88	44	61	40	62	126	64
Pref 100	66	47	31	57	34	34	108	40	57	66	87	74	56	-18
Pref Lt 100	179	163	144	125	141	160	182	162	142	193	196	213	161	-52
Tot Salem	22206	22866	20294	30437	22192	22912	23867	26647	20029	17804	19900	23012	22695	-317
Salem SOM	3.46%	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	2.92%	2.97%	3.13%	3.56%	0.42%
Industry Vol	642546	652290	618836	656995	567484	621400	648715	705471	626903	610364	670442	734233	637890	-96343

L605 15815

Brand Style	Pipeline	Post DTS									Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	102	305	431	422	1740	1380	1201	505	268	285	0	726	726
Lt Sld Box	254	435	388	322	763	647	537	272	197	234	0	422	422
FF 100 Box	416	463	291	204	339	221	149	136	143	67	0	224	224
Lt 100 Box	333	382	260	275	299	285	208	466	312	170	76	295	219
King	1424	1213	1046	1175	1061	1051	1166	1427	1178	904	1525	1136	-389
100	740	804	600	776	693	647	787	1094	827	659	1008	765	-242
Lt King	1638	1502	1439	1471	1222	1490	1495	1961	1435	1228	2118	1471	-647
Lt 100	1025	1078	952	974	839	916	1122	1404	1050	843	1326	1020	-307
Slim	596	630	507	556	553	532	612	595	567	578	685	570	-115
UI King	743	725	741	755	583	722	736	785	819	688	892	728	-163
UI 100	704	660	653	768	640	677	710	902	842	787	842	738	-104
Gold	19	26	20	38	1	14	11	28	19	10	25	19	-7
Pref 100	48	36	26	38	27	27	86	25	36	55	57	40	-18
Pref Lt 100	131	131	115	90	108	122	155	109	116	122	160	119	-42
Tot Salem	8173	8390	7469	7864	8868	8731	8975	9709	7809	6630	8714	8272	-443
Salem SOM	3.21%	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.66%	2.91%	3.30%	0.39%
Industry Vol	254961	259784	244128	256552	221213	239281	259164	278779	249548	249084	299751	250837	-48914

8609 19819

Brand Style	Pipeline	Post DTS									Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	62	91	66	391	353	349	457	184	180	76	0	239	239
Lt Sld Box	81	121	58	332	203	237	221	164	96	83	0	168	168
FF 100 Box	103	120	45	124	88	90	82	59	60	60	0	81	81
Lt 100 Box	93	82	37	216	112	127	209	144	98	102	7	125	118
King	816	895	657	693	639	717	664	769	654	614	873	700	-173
100	455	482	340	346	366	448	381	509	382	425	502	409	-94
Lt King	797	824	660	675	613	774	744	756	599	629	881	697	-184
Lt 100	485	469	430	326	389	467	437	488	386	458	532	428	-104
Slim	214	225	229	223	191	256	215	279	198	187	218	223	5
UI King	275	279	250	256	235	273	262	257	262	217	289	255	-35
UI 100	212	185	216	196	200	195	231	214	181	219	220	204	-16
Gold	5	2	3	2	3	9	0	5	1	4	6	3	-2
Pref 100	0	0	0	0	0	0	0	0	0		0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0		0	0	0
Tot Salem	3599	3775	2991	3780	3392	3942	3903	3828	3097	3074	3529	3531	3
Salem SOM	3.52%	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.44%	3.12%	3.61%	0.49%
Industry Vol	102156	101485	100125	94712	84087	101489	99906	113549	96611	89420	113106	97932	-15174

6605 15815

Brooklyn

Brand Style	Pipeline	Post DTS									Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	106	136	379	276	316	526	356	365	147	121	0	291	291
Lt Sld Box	87	164	181	141	151	201	159	162	100	36	0	144	144
FF 100 Box	125	163	105	63	62	27	56	57	35	21	0	65	65
Lt 100 Box	90	150	98	52	54	52	70	53	58	29	11	68	58
King	1085	1079	904	1252	961	937	1158	1106	857	880	1231	1015	-216
100	574	632	476	652	569	561	637	574	515	479	700	566	-134
Lt King	924	865	851	894	857	852	928	916	808	774	1068	861	-207
Lt 100	616	609	511	617	552	594	733	600	562	506	736	587	-149
Slim	247	317	289	303	226	208	285	266	245	233	262	264	2
UI King	169	178	189	157	151	163	192	183	185	162	182	173	-8
UI 100	170	164	166	176	170	152	200	161	201	143	183	170	-13
Gold	8	31	20	39	38	30	0	13	5	5	6	20	14
Pref 100	0	0	0	0	0	0	0	0	0		0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0		0	0	0
Tot Salem	4201	4488	4169	4622	4107	4303	4774	4456	3718	3389	4380	4225	-154
Salem SOM	3.52%	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.23%	3.33%	3.56%	0.22%
Industry Vol	119503	125866	116530	120681	114468	125127	121020	125151	115455	105054	131359	118817	-12542

0015 19815

## Queens

Brand Style	Pipeline	Post DTS									Base vs. Test		
											WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3			
FF Sld Box	296	220	329	352	677	1018	461	485	256	86	0	432	432
Lt Sld Box	338	322	285	413	435	483	332	357	267	147	0	338	338
FF 100 Box	218	274	238	134	158	173	150	179	117	95	0	169	169
Lt 100 Box	208	379	163	164	135	171	159	229	157	131	34	188	154
King	1283	1270	1166	8497	1044	977	1104	2892	999	975	1620	2103	483
100	711	675	668	778	613	543	748	889	633	629	894	686	-208
Lt King	1245	1230	1115	1427	1022	899	1167	1456	1087	900	1587	1145	-442
Lt 100	840	697	699	924	677	603	837	914	759	669	974	753	-221
Slim	372	425	324	368	317	310	351	372	329	321	400	346	-54
UI King	315	303	328	356	275	255	360	384	374	314	406	328	-78
UI 100	323	330	305	416	288	314	388	387	361	320	381	345	-36
Gold	18	45	11	288	144	145	109	42	19	42	25	94	69
Pref 100	18	11	5	19	7	7	22	15	21	11	17	13	-4
Pref Lt 100	48	32	29	35	33	38	27	53	26	71	52	38	-14
Tot Salem	6233	6213	5665	14171	5825	5936	6215	8654	5405	4711	6390	6977	587
Salem SOM	3.76%	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	2.82%	3.36%	4.19%	0.82%
Industry Vol	165926	165155	158053	185050	147716	155503	168625	187992	165289	166806	190018	166688	-23330

1015 15815

Total

Brand Style	Pipeline	Post DTS									Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	566	752	1205	1441	3086	3273	2475	1539	851	568	0	1688	1688
Lt Sld Box	761	1042	912	1208	1552	1568	1249	955	660	500	0	1072	1072
FF 100 Box	862	1020	679	525	647	511	437	431	355	243	0	539	539
Lt 100 Box	724	993	558	707	600	635	646	892	625	432	128	676	549
King	4608	4457	3773	11617	3705	3682	4092	6194	3688	3373	5249	4953	-296
100	2481	2593	2084	2552	2241	2199	2553	3066	2357	2192	3105	2426	-678
Lt King	4604	4421	4065	4467	3714	4015	4334	5089	3929	3531	5654	4174	-1480
Lt 100	2966	2853	2592	2841	2457	2580	3129	3406	2757	2476	3569	2788	-781
Slim	1429	1597	1349	1450	1287	1306	1463	1512	1339	1319	1565	1402	-162
UI King	1502	1485	1508	1524	1244	1413	1550	1609	1640	1381	1768	1484	-284
UI 100	1409	1339	1340	1556	1298	1338	1529	1664	1585	1469	1626	1458	-168
Gold	50	104	54	367	186	198	120	88	44	61	62	136	73
Pref 100	66	47	31	57	34	34	108	40	57	66	74	53	-21
Pref Lt 100	179	163	144	125	141	160	182	162	142	193	213	157	-56
Tot Salem	22206	22866	20294	30437	22192	22912	23867	26647	20029	17804	23012	23005	-7
Salem SOM	3.46%	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	2.92%	3.13%	3.63%	0.49%
Industry Vol	642546	652290	618836	656995	567484	621400	648715	705471	626903	610364	734233	634273	-99960

2015 15815

R MAM

Brand Style	Pipeline	Post DTS								Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	102	305	431	422	1740	1380	1201	505	268	0	782	782
Lt Sld Box	254	435	388	322	763	647	537	272	197	0	445	445
FF 100 Box	416	463	291	204	339	221	149	136	143	0	243	243
Lt 100 Box	333	382	260	275	299	285	208	466	312	76	311	235
King	1424	1213	1046	1175	1061	1051	1166	1427	1178	1525	1165	-361
100	740	804	600	776	693	647	787	1094	827	1008	779	-229
Lt King	1638	1502	1439	1471	1222	1490	1495	1961	1435	2118	1502	-616
Lt 100	1025	1078	952	974	839	916	1122	1404	1050	1326	1042	-285
Slim	596	630	507	556	553	532	612	595	567	685	569	-116
UI King	743	725	741	755	583	722	736	785	819	892	733	-158
UI 100	704	660	653	768	640	677	710	902	842	842	732	-110
Gold	19	26	20	38	1	14	11	28	19	25	20	-6
Pref 100	48	36	26	38	27	27	86	25	36	57	38	-19
Pref Lt 100	131	131	115	90	108	122	155	109	116	160	118	-42
Tot Salem	8173	8390	7469	7864	8868	8731	8975	9709	7809	8714	8477	-237
Salem SOM	3.21%	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.91%	3.38%	0.47%
Industry Vol	254961	259784	244128	256552	221213	239281	259164	278779	249548	299751	251056	-48695

E01S 1581S



Manhattan

Brand Style	Pipeline	Post DTS								Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	62	91	66	391	353	349	457	184	180	0	259	259
Lt Sld Box	81	121	58	332	203	237	221	164	96	0	179	179
FF 100 Box	103	120	45	124	88	90	82	59	60	0	84	84
Lt 100 Box	93	82	37	216	112	127	209	144	98	7	128	121
King	816	895	657	693	639	717	664	769	654	873	711	-162
100	455	482	340	346	366	448	381	509	382	502	407	-96
Lt King	797	824	660	675	613	774	744	756	599	881	706	-175
Lt 100	485	469	430	326	389	467	437	488	386	532	424	-108
Slim	214	225	229	223	191	256	215	279	198	218	227	9
UI King	275	279	250	256	235	273	262	257	262	289	259	-30
UI 100	212	185	216	196	200	195	231	214	181	220	202	-18
Gold	5	2	3	2	3	9	0	5	1	6	3	-2
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3599	3775	2991	3780	3392	3942	3903	3828	3097	3529	3589	60
Salem SOM	3.52%	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.12%	3.62%	0.51%
Industry Vol	102156	101485	100125	94712	84087	101489	99906	113549	96611	113106	98996	-14110

51851 5101

## Brooklyn

Brand Style	Pipeline	Post DTS								Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	106	136	379	276	316	526	356	365	147	0	313	313
Lt Sld Box	87	164	181	141	151	201	159	162	100	0	157	157
FF 100 Box	125	163	105	63	62	27	56	57	35	0	71	71
Lt 100 Box	90	150	98	52	54	52	70	53	58	11	73	63
King	1085	1079	904	1252	961	937	1158	1106	857	1231	1032	-200
100	574	632	476	652	569	561	637	574	515	700	577	-123
Lt King	924	865	851	894	857	852	928	916	808	1068	871	-197
Lt 100	616	609	511	617	552	594	733	600	562	736	597	-139
Slim	247	317	289	303	226	208	285	266	245	262	267	5
UI King	169	178	189	157	151	163	192	183	185	182	175	-7
UI 100	170	164	166	176	170	152	200	161	201	183	174	-9
Gold	8	31	20	39	38	30	0	13	5	6	22	16
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4201	4488	4169	4622	4107	4303	4774	4456	3718	4380	4330	-50
Salem SOM	3.52%	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.33%	3.59%	0.26%
Industry Vol	119503	125866	116530	120681	114468	125127	121020	125151	115455	131359	120537	-10821

S01S 1S81S

## Queens

Brand Style	Pipeline	Post DTS								Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	296	220	329	352	677	1018	461	485	256	0	475	475
Lt Sld Box	338	322	285	413	435	483	332	357	267	0	362	362
FF 100 Box	218	274	238	134	158	173	150	179	117	0	178	178
Lt 100 Box	208	379	163	164	135	171	159	229	157	34	195	161
King	1283	1270	1166	8497	1044	977	1104	2892	999	1620	2244	624
100	711	675	668	778	613	543	748	889	633	894	693	-201
Lt King	1245	1230	1115	1427	1022	899	1167	1456	1087	1587	1175	-411
Lt 100	840	697	699	924	677	603	837	914	759	974	764	-210
Slim	372	425	324	368	317	310	351	372	329	400	350	-50
UI King	315	303	328	356	275	255	360	384	374	406	329	-76
UI 100	323	330	305	416	288	314	388	387	361	381	349	-33
Gold	18	45	11	288	144	145	109	42	19	25	100	75
Pref 100	18	11	5	19	7	7	22	15	21	17	13	-4
Pref Lt 100	48	32	29	35	33	38	27	53	26	52	34	-18
Tot Salem	6233	6213	5665	14171	5825	5936	6215	8654	5405	6390	7261	871
Salem SOM	3.76%	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	3.36%	4.36%	0.99%
Industry Vol	165926	165155	158053	185050	147716	155503	168625	187992	165289	190018	166673	-23345

9015 15815

Total

Brand Style	Pipeline	Post DTS								Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	566	752	1205	1441	3086	3273	2475	1539	851	0	1828	1828
Lt Sld Box	761	1042	912	1208	1552	1568	1249	955	660	0	1143	1143
FF 100 Box	862	1020	679	525	647	511	437	431	355	0	576	576
Lt 100 Box	724	993	558	707	600	635	646	892	625	128	707	579
King	4608	4457	3773	11617	3705	3682	4092	6194	3688	5249	5151	-98
100	2481	2593	2084	2552	2241	2199	2553	3066	2357	3105	2456	-649
Lt King	4604	4421	4065	4467	3714	4015	4334	5089	3929	5654	4254	-1399
Lt 100	2966	2853	2592	2841	2457	2580	3129	3406	2757	3569	2827	-742
Slim	1429	1597	1349	1450	1287	1306	1463	1512	1339	1565	1413	-152
UI King	1502	1485	1508	1524	1244	1413	1550	1609	1640	1768	1497	-272
UI 100	1409	1339	1340	1556	1298	1338	1529	1664	1585	1626	1456	-170
Gold	50	104	54	367	186	198	120	88	44	62	145	83
Pref 100	66	47	31	57	34	34	108	40	57	74	51	-23
Pref Lt 100	179	163	144	125	141	160	182	162	142	213	152	-60
Tot Salem	22206	22866	20294	30437	22192	22912	23867	26647	20029	23012	23656	643
Salem SOM	3.46%	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	3.13%	3.71%	0.58%
Industry Vol	642546	652290	618836	656995	567484	621400	648715	705471	626903	734233	637262	-96972

LOTS 19819